

# HIP-HOP WEEK MKE

CELEBRATING **50** YEARS OF CULTURE.

*THROUGH THE LENS OF*

HEALTH | FINANCIAL LITERACY | CIVIC ENGAGEMENT

## **Celebrating 50 years of Hip-Hop!**

**Statement of Alderman Khalif J. Rainey**

**August 11, 2023**

On August 11, 1973 in the basement of 1520 Sedgwick Avenue in the Bronx (New York), DJ Kool Herc gave birth to what we now call Hip-Hop. When Hip-Hop was born so many said it wouldn't last. So many said it would go as fast as it came. So many said the music that samples breaks from other music had no foundation. So many said this music form born in the Bronx, NYC wouldn't spread outside the Boroughs. They thought the black and brown boys and girls who loved this music wouldn't be able to put it on their backs and carry it across the world.

They were all wrong!

So here we stand 50 years after that beautiful night where Kool Herc (like Dr. Frankenstein) pieced together a masterpiece of a party and gave life to a monster! Hip-Hop has grown to take over the world. Hip-Hop has created a completely self-sufficient billion-dollar industry. Hip-Hop has evolved from that basement in the Bronx to become the driving force of pop culture. Those black and brown kids who danced in that party DJ'ed by Kool Herc from a cramped basement have given us the world.

This year for **Hip-Hop Week MKE**, we celebrate the monumental 50th anniversary of the birth of Hip-Hop. Between August 21 and August 27, we will bring you all that Hip-Hop has to offer right here in Milwaukee. Milwaukee, where we have the only full governmental week dedicated to Hip-Hop in the entirety of this country!

Stand up Milwaukee and celebrate with us as we bring you Jadakiss - Mr Do it All from Lords of the Underground and now Alderman in Newark - Dame Dash, Boyce Watkins, Baby Face Ray, Stove God, Boldy James, the Pharcyde, G Herbo, Money Bag Yo, Milwaukee's own Baby Drew, Munch Lauren, Imani, the Dope Music Crew, Twan Mack, the Rusty P's, job fairs, health and wellness seminars, morning spin classes, a forum on Women in Hip-Hop, and we topping it all off with a birthday party celebrating 50 years of Hip-Hop hosted by the legendary Greg Nice (that's right - Greg N-I-C-E!). That event will be DJ'ed by the one and only Large Professor. These are only some of the names and events we have in store for Hip-Hop Week MKE this month.

Stay on the lookout for the full schedule and details, but for now throw a fist in the air and celebrate the birth of a music genre that has shaped our lives.

Happy Birthday Hip-Hop -- we love you!

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